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Inside Information

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NAGC 'JOURNAL OF PUBLIC COMMUNICATION' BIENNIAL CALL FOR PROFESSIONAL PAPERS

August 1 is the deadline for articles to be submitted for publication in the Fall edition of the "Journal of Public Communication," published by the National Association of Government Communicators (NAGC). The journal serves as a national forum for commentary, ideas, perspectives, professional ethics, and skills.

Published twice a year, the journal presents articles by communicators inside government agencies at all levels: city, county, regional, state, national, and international. Articles are not limited to members of NAGC, although strong consideration and editorial assistance is preferentially given to members.

Article length can vary from 1,500-3,000 words. Bibliographic notes are encouraged, but not necessary. Manuscripts must be typed double-spaced, and will not be returned unless accompanied by a stamped, self-addressed envelope. Please include a short biography.

Send articles to Michael Stirens, NAGC Journal of Public Communication, 2828 28th Avenue So., Suite 2, Minneapolis, MN 55406. Telephone 612-296-0840; FAX 612-297-2354.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual Items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Public Liaison, Office of Public Affairs, Room 101A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

PENN STATE U. AG INFORMATION SERVICES COMPLETES NEW VIDEO ABOUT LYME DISEASE

Pennsylvania State University's Agricultural Information Services has recently completed a 29 minute videotape that has importance and immediacy to the public beyond Pennsylvania.

The videotape, "Lyme Disease: Outsmarting the Deer Tick," is designed for audiences with little or no knowledge of Lyme disease. It would be appropriate for farmers, hikers, scouts, outdoors persons, as well as the general public—especially those with property near woodlands.

The tape presents a non-hysterical look at the disease, how it is conveyed, what precautions we can take in the woods and at home, how to protect your pets, and more.

Experts from the Center for Disease Control, New York Medical College, and the Connecticut Extension Experiment Station are featured.

For more information on the videotape, call: Ron Matason, executive producer, at 814-865-6309.

FOOD SAFETY AND INSPECTION SERVICE SEEKS PUBLIC AFFAIRS SPECIALIST FOR ATLANTA

USDA's Food Safety and Inspection Service is seeking a GS-1035-12 public affairs specialist for its regional office in Atlanta, Georgia. The public affairs specialist, one of five nationwide, reports to the chief of the agency's Public Awareness Office in Washington, D.C.

Duties include developing outreach programs to promote food safety education, media liaison, contacts with consumer and industry groups, and other public affairs activities which support the regional director, such as employee communication, and drafting speeches and Congressional correspondence.

For those with government status, you may request a copy of the vacancy announcement, FSIS-M-99 (91), and other forms required, by contacting the FSIS personnel office in Minneapolis at 612-370-2028.

For more information about the position, call Laura Fox, chief of the Public Awareness Office at 202-447-9351.

Closing date is June 3.

ACE-OPA TO HOLD 14TH ANNUAL COMMUNICATIONS WORKSHOP AT NATIONAL 4-H CENTER

The D.C. Region of Agricultural Communicators in Education (ACE) will hold its 14th Annual Communications Workshop on Friday, May 24.

The workshop, created by and sponsored jointly for 13 years by ACE and USDA's Office of Public Affairs (formerly Office of Information), will be held again this year at the National 4-H Center in Chevy Chase, Maryland.

"Preparing for the 21st Century—New Issues, New Audiences, New Tools" is the theme of the one-full-day workshop. Kelly Shipp, director of USDA's Office of Public Affairs (OPA) will address the opening session.

Among those featured on a panel, "How Association's See Future Ag Issues and Communication Needs," will be Dave Lane, director of media relations, American Farm Bureau Federation, and Stephanie Sklar, vice president of public affairs, National Wildlife Federation.

Another panel on "Reaching A Diverse America," will feature topics on 'Reaching Urban Audiences Through Cable TV' (Jaqueline Hill, extensin agent, Baltimore, MD), "Reaching the Working Woman" (Kathleen Matthews, WJLA-TV), 'Reaching Limited Resource Farmers' (Valorie McAlpin, North Carolina A&T), and "Reaching the MTV Generation" (Dr. John Splain, University of Maryland).

Another session will feature Bob Ferrante, executive producer of "Morning Edition," National Public Radio.

Highlighting the afternoon will be 10 Communication Roundtables with 3 sessions on each subject.

* Table 1: FTS 2000 and what is is going to mean for USDA communication—Stan Prochaska, OPA.

* Table 2: Focus Groups - How they can help you plan and evaluate your information projects—James Johnson, Foreign Agricultural Service (FAS).

* Table 3: Defining your audience and designing your product to meet specific audience needs—Dave Sutton, OPA.

* Table 4: Hot Lines - What Can You Get Out of Them? What Do You Have to Put Into Them?—Karen Tracy and Sue Templin, Food Safety and Inspection Service.

* Table 5: Hypertext and Multimedia Applications—Pamela Mason, National Agricultural Library (NAL).

* Table 6: CD-ROM Technology - How It Can Fit Into Your Information Program—Gary McCone, NAL.

* Table 7: The New Ethics Rules and What They Mean for Enterprising USDA Communicators—Allan Carpenter, FAS.

* Table 8: Cooperative Publishing in USDA - Who's Doing It, How Did They Make the Arrangements, What Are the Benefits?—Doug Lee, Forest Service.

* Table 9: Future World in Video - What Are the Latest Video Technologies and Trends, How Can You Use Them?—Larry Quinn, OPA.

* Table 10: Interactive Video - A New Way of Involving the Audience in Your Information Effort—Chris Larson, Soil Conservation Service.

Capping off the afternoon will be Dennis Avery, speaking on "Future Challenges in Agriculture," and a wrap-up by Judith Bowers, director of the DC Region of ACE.

Conference chair was Diane O'Connor, deputy chief of USDA's News Division, OPA. Serving on the planning committee were: Cathy Bridwell, USDA Extension Service (ES) president of ACE-DC Region; Judith Bowers, ES, director of ACE-DC Region; Stan Prochaska, OPA; Diana Morse, SCS; Gerry Schumacher, FAS; Eunice Bowman, FNS; and Milt Nelson, University of Maryland-Extension.

Registration fee is \$50 and may be paid with an SF-182 training form. For registration information contact Eunice Bowman, 703-756-3195. For program information contact Diane O'Connor, 202-447-2168.

'HOW TO GET INFORMATION' AVAILABLE FROM USDA'S OFFICE OF PUBLIC AFFAIRS

The latest, and long overdue, issue of "How to Get Information from the United States Department of Agriculture" is now available.

The 41-plus page publication is divided into 5 sections: USDA Public Affairs and Agency Information Offices, USDA Agency Index (Acronyms), USDA Organizational Chart, USDA Information Staff Index, and USDA Subject Index.

For copies of "How to Get Information from the United States Department of Agriculture," write to USDA, Office of Publishing & Visual Communication, Room 402-A, Washington, DC 20250-1300. Telephone is 202-447-8005.

'USDA ONLINE,' CURRENTLY AVAILABLE ON DIALCOM, WILL BE DISCONTINUED JUNE 30

USDA's current contract with BT Tymnet for electronic mail and other office automation services, including electronic publishing, is expected to end this fiscal year. USDA must begin using AT&T electronic mail now provided under a government-wide contract for FTS2000 communications services.

In addition, the same and a lot more USDA information now available through USDA ONLINE on the Dialcom system is also on USDA's COMPUTERIZED INFORMATION DELIVERY (CID) SERVICE on a Martin Marietta Corporation computer system provided under a competitive contract.

The daily "AG a.m." news summary, weekly updated "AG Calendar" of coming events and USDA officials' speaking engagements, national USDA press releases, agency regional releases, crop and livestock statistical reports, outlook and situation reports, market reports, commodity program reports, international trade leads, research reports, and much more is available moments after their release through the newer CID SERVICE.

USDA proposes to end the USDA ONLINE service on JUNE 30. If you want to continue to get USDA news and other current information electronically, you may want to access the CID SERVICE. The costs are essentially the same as the USDA ONLINE access costs. The major difference is that the monthly minimum is \$75 for the CIDS. However, a number of electronic information services pull USDA information from the CIDS and offer it to their clients.

For information about accessing USDA's CID SERVICE or about any other services which carry USDA information pulled from the CID SERVICE, send your name, address, and Dialcom user ID (example, 157:AGZ040) to Russell Forte, Office of Public Affairs, Room 536-A, USDA, Washington, DC 20250. Or send to Stan Prochaska's Dialcom e-mail box, 157:AGR002.

RAPID CITY/MT. RUSHMORE TO BE SITE OF ACE INTERNAT'L MEETING JUNE 29-JULY 3

The 75th International ACE (Agricultural Communicators in Education) Conference will be held June 29 through July 3 in Rapid City, South Dakota. Hosted by the South Dakota State University, this year's conference will take place at the Rushmore Plaza Holiday Inn. Last year's meeting, hosted by the University of Minnesota, was held in St. Paul.

The theme this year, for obvious reasons, is "fACEs." Saturday events will include an all-day ACE board meeting, conference registration at ACE Headquarters in the Rushmore Plaza lobby, and an ACE state representative meeting. At 6 p.m. there will be an ACE presidential reception followed by an international mixer with embassy attaches.

Sunday morning's breakfast will feature recognition of ACE Critique and Award Program winners and their work. Sunday afternoon will be devoted to SIG (Special Interest Group) activities, and the annual Awards Banquet will take place Sunday evening.

Monday will start off with the Reuben Brigham Award presentation at breakfast, then move on to concurrent sessions, and offer more SIG sessions in the afternoon. Concurrent sessions speakers will be Jan White/design, Jeffrey Lant/social marketing, Loretta LaRoche/self esteem, and Janet Poley of USDA's Extension Service/application of communications technology. Capping off Monday will be a bus trip to Ruby House, Keystone, SD, for shopping, dinner, and a lighting ceremony at Mt. Rushmore.

Tuesday's sessions will feature a satellite teleconference with European Community in Brussels, Belgium; a general session on Animal Rights; and a general session on Socratic dialog. The evening will offer a bus trip to Spearfish, SD, for a trout dinner and Passion Play or Deadwood gambling.

Following Wednesday's breakfast will be a general conference session, environmental issue debate, with Wes Jackson (environmentalist) and Tom Morgan (Ag advocate). After lunch and an ACE business meeting, the conference will adjourn.

A registration fee of \$265 (received by May 20, \$315 after May 20) for ACE members includes all conference activities and meals. Non-ACE members fees are \$340 and \$390.

For more information or registration materials, contact: Tom Bare, South Dakota State University, 605-688-4654.

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

May 13:

HOW MAGAZINE'S DESIGN CONFERENCE

Omni International Hotel, Miami, Florida

Contact: 800-666-0963

May 24:

ACE D.C. REGION-OPA 14TH ANNUAL SPRING COMMUNICATIONS WORKSHOP

National 4-H Center, Chevy Chase, Maryland

Contact: Eunice Bowman, 703-756-3195

June 4:

39TH ANNUAL TECHNICAL WRITERS' INSTITUTE

Rensselaer Polytechnic Institute, Troy, New York

Contact: Robert Krull, RPI, 518-276-8260

June 9:

INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS CONFERENCE

Sheraton Washington Hotel, Washington, D.C.

Contact: 415-433-3400 or 1-800-PRO-IABC (extension 118)

June 29 - July 3:

75TH INTERNAT'L AGRICULTURAL COMMUNICATORS IN EDUCATION CONFERENCE

The Rushmore Plaza, Rapid City, South Dakota

Contact: Emery Tschetter, SD State University, 605-688-4187
